

Comparisons of Job Characteristics

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Counter and Rental Clerks (41-2021)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 82

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Customer and Personal Service	11.3	12.9	12.3	0	Current knowledge level may be sufficient
Computers and Electronics	8.4	10.4	4.4	<<	Extensive education and/or training may be required
Sales and Marketing	5.2	10.3	11.3	0	Current knowledge level may be sufficient
Clerical	7.3	8.9	3.5	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Service Orientation	7.9	10.2	8.7	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	12.3	12.9	0	Current ability level may be sufficient
Oral Comprehension	12.5	12.2	12.1	0	Current ability level may be sufficient
Speech Recognition	9.9	10.6	11.8	>	Current ability level is likely sufficient
Speech Clarity	10.2	9.8	12.5	>	Current ability level is likely sufficient
Written Comprehension	11.0	9.3	8.5	0	Current ability level may be sufficient
Near Vision	11.1	9.1	9.8	0	Current ability level may be sufficient
Number Facility	6.3	7.4	5.1	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 76

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Counter and Rental Clerks (41-2021)

Work Activities	Exclusivity of Activity
Advise clients or customers	19
Answer customer or public inquiries	41
Arrange merchandise display	76
Collect deposit or payment	78
Demonstrate goods or services	76
Maintain records, reports, or files	5
Provide customer service	14
Use computers to enter, access or retrieve data	3

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus Occupation to Associated Occupation: 63

Focus Occupation: Demonstrators and Product Promoters (41-9011)
Associated Occupation: Counter and Rental Clerks (41-2021)

Tools and Technologies	Exclusivity
Calculating machines and accessories	3
Cameras	2
Computer data input devices	2
Computers	1
Content authoring and editing software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.